

# Tracking Update

We will update your tracking system and ensure that your data is reliable.

[Find out more](#)

## Why an update?

Data is at the heart of every marketing strategy. But new features often get lost in everyday life. With our experience, we'll bring your **Google Analytics setup up to date – so you can take advantage of every opportunity.**

## This is how we proceed

We will **review** your strategy and planned campaigns together, **analyze** your current tracking setup, and provide specific **recommendations**. In a two-hour appointment, we will present the update to you and tailor everything to your needs.

## Requirements

If we already work together, we have access to your tools and can get started right away. If not, we recommend our **tracking audit** first.

## What we look at

We optimize your tracking in Google Analytics. We add or clean up tags, structure data by category, and optimize evaluations in Data Studio for greater clarity.

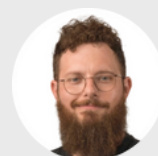
## The cost of the tracking update

- Per website subdomain: 1,500€
- Per shop subdomain: 2,000€
- Troubleshooting per hour: 150€

## This is what you get

- Up-to-date tracking & valid data
- Tangible optimizations including documentation
- Reliable data for informed marketing decisions

## Your contact person



Chris Sattel  
chris@netzstrategen.com